AMENDMENTS TO THE CLAIMS

Claims 1 – 15. (Cancelled)

16.   (New) A method for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the method comprising:

receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction;

communicating a monetary amount of the transaction from the cashier-side unit to the customer-response unit; and

receiving customer input at the customer-response unit; and

transmitting the customer input and the monetary amount to a remote service provider for authorization.

16.   (New) A method according to claim 16, further comprising:
entering the monetary amount of the transaction into the cashier-side unit.

17.   (New) A method according to claim 16, further comprising:
receiving authorization from the remote service provider for the transaction.

18.   (New) A method according to claim 16, further comprising:
generating a record of the transaction and transmitting the record to an electronic receipts service.

19.   (New) A method according to claim 16, wherein the content for presentation comprises an advertisement, coupon, or award.

20.   (New) A method according to claim 16, wherein the customer input comprises an electronic signature.

21.   (New) A method according to claim 16, wherein the customer input comprises a personal identification number (PIN).

22.   (New) A method according to claim 16, wherein the customer input comprises a biometric.

23.   (New) A method according to claim 16, further comprising:

presenting the content at the customer response unit.

24.   (New) A method according to claim 16, wherein the cashier-side unit does not receive the content for presentation at the customer response unit.

25.   (New) A system for conducting a transaction, comprising:

a cashier-side unit comprising:

> a cashier interface for entering a monetary amount of the transaction; and

> an authentication interface for transmitting information to an authentication service; and

a customer-response unit coupled to the cashier-side unit, the customer-response unit comprising:

> an interface to a content-provider for receiving content for presentation; and

> a customer interface for receiving customer input.

26.   (New) A system according to claim 25, wherein the authentication interface is further operable to transmit a record of the transaction and transmitting the record to an electronic receipts service.

27.   (New) A system according to claim 25, wherein the content for presentation comprises an advertisement, coupon, or award.

28.   (New) A system according to claim 25, wherein the customer input comprises a signature.

29.   (New) A system according to claim 25, wherein the customer input comprises a personal identification number (PIN).

30.   (New) A system according to claim 25, wherein the customer input comprises a biometric.

31.   (New) A computer program product for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the computer program product comprising a computer readable medium encoded with a program module, the program module including instructions for:

> receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction;

receiving a monetary amount of the transaction from the cashier-side unit;

receiving customer input at the customer-response unit; and

transmitting the customer input and the monetary amount to a remote service provider for authorization.